



## City of Austin - JOB DESCRIPTION



### Advertising, Sales & Marketing Representative

<b>FLSA:</b>	Standard/Non-Exempt	<b>EEO Category:</b>	(20) Professionals
<b>Class Code:</b>	10356	<b>Salary Grade:</b>	QD5
<b>Approved:</b>	February 01, 2008	<b>Last Revised:</b>	February 22, 2008

#### Purpose:

This position is responsible for the sales of the airport's advertising venues.

#### Duties, Functions and Responsibilities:

Essential duties and functions, pursuant to the Americans with Disabilities Act, may include the following. Other related duties may be assigned.

1. Solicit potential advertising clients through cold calls, personal visits, proposals presentations, direct mail pieces, correspondence, etc.
2. Negotiate and secure advertising contracts with clients for all advertising venues to ensure continuous occupancy of advertising spaces
3. Implement sales retention efforts with existing clients
4. Build and maintain relationships with advertising account executives and management
5. Install advertising creative for advertising venues
6. Ensure all advertising venues are functioning and operating properly at all times
7. Create and maintain advertising accounts on the airport's property revenue system
8. Represent ABIA at professional association meetings
9. Assist with airport's air service marketing activities
10. Assist with airport's special events and special projects

#### Responsibilities - Supervisor and/or Leadership Exercised:

None

#### Knowledge, Skills, and Abilities:

Must possess required knowledge, skills, abilities and experience and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

1. Knowledge of applicable processes, techniques, and methods.
2. Knowledge of customer contact and prospecting techniques
3. Knowledge of city practice, policy, and procedures.
4. Strong negotiating skills
5. Skill in handling multiple tasks and prioritizing
6. Skill in using computers and related software applications
7. Skill in planning and organizing
8. Ability to actively seek out sales opportunities
9. Ability to communicate effectively orally and in writing
10. Ability to establish and maintain positive, professional relationships with internal and external clients
11. Ability to work with frequent interruptions and changes in priorities

#### Minimum Qualifications:

Graduation from an accredited four-year college or university with major course work in a field related to Business or Marketing plus three (3) years of experience in a field related to sales.

Additional related experience may substitute for education up to a maximum of four (4) years.

#### Licenses and Certifications Required:

None

This description is intended to indicate the kinds of tasks and levels of work difficulty required of the position given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of management to assign, direct and control the work of employees under supervision. The listing of duties and responsibilities shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.